**Real Estate Brochure Project Rubric**

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| **Required Elements** | **Points Possible** | **Your Points** |
| Page Layout   * Landscape * .25” Margins – All Sides | **2** |  |
| Columns   * Style – **No Spacing** * Line Spacing – 1.15 * 2 Column Document * Justified Text * .2 inch column spacing * Set up the Front, Back, and Inside | **12** |  |
| The Home Description   * At least 2 Paragraphs (5-8 sentences) * Describe the Home, and sell it to potential clients * Needs to be in your own words, and descriptive in nature * Each paragraph should have a Special Indent of .1” | **10** |  |
| Include the Picture of the Home – Back Page – Change its Style | **2** |  |
| Drawing of Home – Items that need to be present   * Placed on Front Page   + **Front Door**   + **The Garage Door**   + **The Roof**   + **The Windows**   + **The Front Yard**   + **The Driveway**   + **The Front Steps**   + **Bushes**   + **Sidewalk**   + **The Siding**   + **Place a similar scene behind the home** * **Use at Least 3 Patterns or Textures** * **Use Colors that Match the Actual Home** * **Use at least Two Different Clip Art/Images** | **15** |  |
| Includes the Following Items in the Brochure   * + **# of Bedrooms**   + **# of Bathrooms**   + **Sq. Ft**   + **Price**   + **Taxes**   + **Year Built**   + **School District**   + **County**   + **Last Assessed Value – Land and Building**   + **Land Size**   + **Address**   + **Garage**   + **Utilities**   + **The Website Link**   + **Included Items – Found on Iowa Realty**   + **Style of Home** | **16** |  |
| 3 Pictures of Other Views of the Home and Text Box to describe the image   * Need to use 3 Different Styles * Text Wrapping | **6** |  |
| Tables – Include at Least Two Tables, and for each:   * Demonstrate the Use of Alignment Tools * Demonstrate the Use of Table Styles * Demonstrate the Use of Merged Cells | **6** |  |

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| Page Border   * Use a page border on the Inside Pages * Must Apply to ONLY the inside. | **2** |  |
| Paragraph or Text Border   * Use at least one paragraph and one text border within the Brochure | **2** |  |
| Shading **3** different areas, at **least** both areas listed below   * Paragraph * Text | **6** |  |
| Insert a Footer – Text will read **“Iowa Realty”** | **2** |  |
| Demonstrates the use of Bullets or Line Numbers | **3** |  |
| Demonstrates the use of Font’s **(At least 3 Styles)** | **3** |  |
| Demonstrates the use of Bold, Italicized, and Underline | **3** |  |
| Demonstrates the use of Sizes **(At least 3 Sizes)** | **3** |  |
| Demonstrates the use of Font Colors **(At least 3 Colors)** | **3** |  |
| Demonstrate the use of Word Art   * 2 types of Word Art Used | **4** |  | |
| Your Contact Info and Picture – Pretending you are the Realtor | **2** |  |
| Spelling, Grammar, and Punctuation Errors | **10 – 2 or less**  **7 – 6 or fewer**  **4 – 10 or more** |  |
| Reference List – Where you got the photos and information – Place on a separate page | **3** |  |
| **Business Card–** Include your Realty Name, your contact information, and logo for the Realty Agency. | **5** |  |

**Final Power Point Presentation - Rubric**

This presentation is to demonstrate your understanding and application of the tools available in PowerPoint to create an effective visual that will help in communicating your thoughts and ideas in a presentation experience. Below are the requirements that will help guide you in creating the PowerPoint and what I will be looking for you to be able to demonstrate in terms of the software program.

Your objective as the realtor in the presentation is to sell the home of your choosing to the prospective buyers. Your Power Point should include any necessary data, pictures, and other tools to help your buyers learn more about the home and why they should buy it. The presentation needs to be at least 3 minutes in time but no longer than 6.

**Home Tab**

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| **Skills Demonstrated** | **3-Proficient** | **2-Satisfactory** | **1-Needs Work** | **0- Missing** |
| Effectively uses at least **3 layouts** |  |  |  |  |
| Effectively uses WordArt and Shape Styles at least 2 times |  |  |  |  |
| Effectively uses Bullets and Numbering |  |  |  |  |
| Effectively uses Smart Art Graphics use at least 2 times |  |  |  |  |
| Effectively incorporates Draw Tools into the Power Point |  |  |  |  |

**Insert Tab**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Skills Demonstrated** | **3-Proficient** | **2-Satisfactory** | **1-Needs Work** | **0- Missing** |
| Effectively inserts Pictures, Hyperlinks, Text Box, and Media |  |  |  |  |
| Effectively changes and formats the inserted items  - All pictures need to demonstrate a change of style.  - All hyperlinks should be hidden in text, images, or other objects |  |  |  |  |
| Effectively embeds a YouTube video into the presentation |  |  |  |  |

**Design/View Tab**

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| **Skills Demonstrated** | **3-Proficient** | **2-Satisfactory** | **1-Needs Work** | **0- Missing** |
| Effectively demonstrates the use of multiple Themes, (Fonts, Colors, Slides) |  |  |  |  |
| Effectively demonstrates the use of Backgrounds – At least 2 times |  |  |  |  |

**Animations**

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| **Skills Demonstrated** | **3-Proficient** | **2-Satisfactory** | **1-Needs Work** | **0- Missing** |
| Effectively uses slide transitions for each slide |  |  |  |  |
| Effectively adds custom animation to each slide |  |  |  |  |
| Effectively adds at least 1 sound to a slide transitions |  |  |  |  |

**Formatting, Spelling, Appeal**

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| **Skills Demonstrated** | **3-Proficient** | **2-Satisfactory** | **1-Needs Work** | **0- Missing** |
| Effectively formats slides to be very visually appealing for the audience (Symmetry, Visual (Minimal Words), Picture Styles, Transitions, etc.) |  |  |  |  |
| Spelling and Grammar |  |  |  |  |
| Pictures, Videos and other media is Referenced |  |  |  |  |
| Content is very easy to see and identify |  |  |  |  |

Time Requirement – 4 points \_\_\_\_\_\_\_\_\_\_\_\_ Falls within Time

0 points \_\_\_\_\_\_\_\_\_\_\_\_ Outside of Time